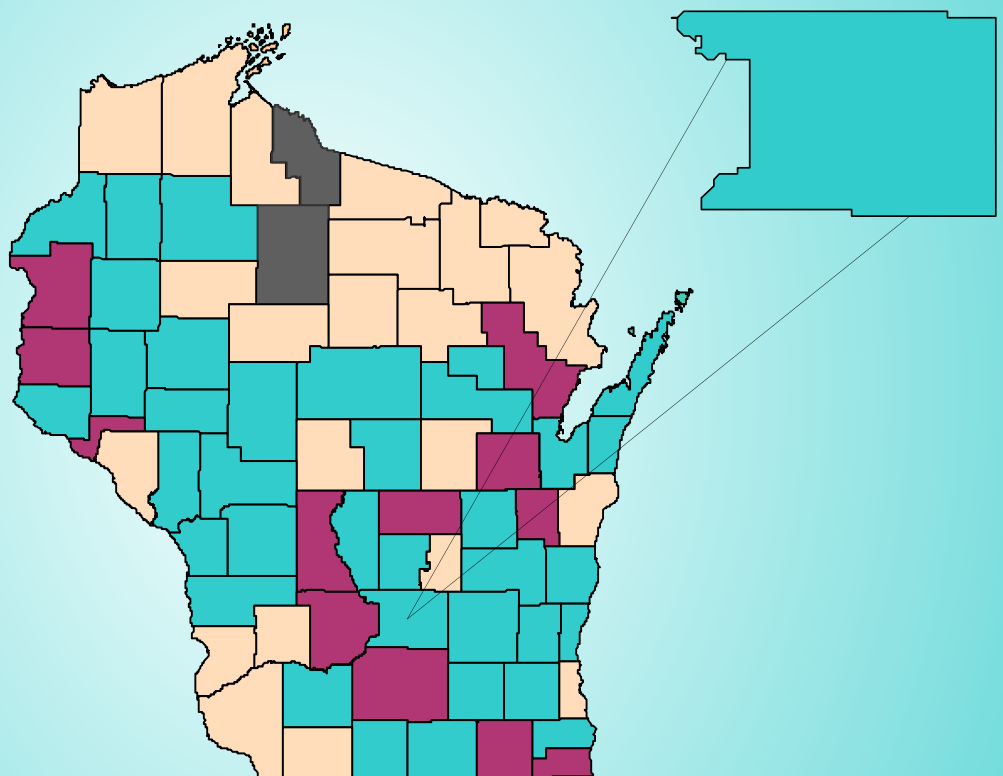


# Columbia County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



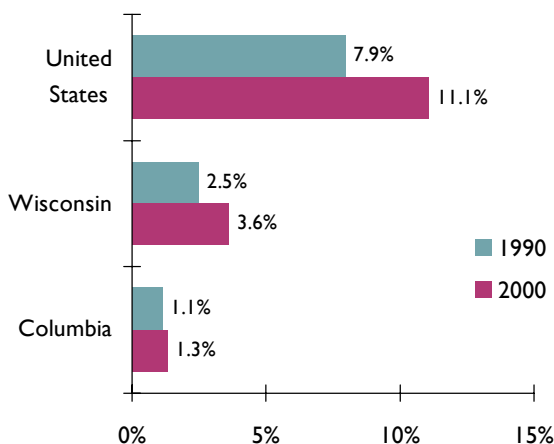
## County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Columbia County added roughly 823 people or 1.9 percent to its population between the April 2000 Census and the January 2002 population estimate. This rate of population growth is slightly above Wisconsin's growth rate and just below the national growth rate over the same time period. Population growth was not evenly distributed throughout the county: over half occurred in four municipalities (Portage, Columbus, Lodi and Poynette).

Of the 1.9 percent growth rate, 0.3 percent was natural increase (births minus deaths) and 1.6 percent was net migration. This is fairly typical for a non-metropolitan Wisconsin county. Columbia County stands out from other nonmetropolitan counties by attracting slightly fewer residents from other states and far more residents from other Wisconsin counties. With several of its larger municipalities close to a border, Columbia County naturally has closer ties to other counties. Commuting patterns (discussed on page 5) bear this out.

The graph below shows how many residents were foreign-born in the 1990 and 2000 censuses. Despite a small increase, Columbia County remained behind the state and well behind the nation. Available data does not suggest that this dynamic will change dramatically in the near term.

**Share of Foreign-born Residents**



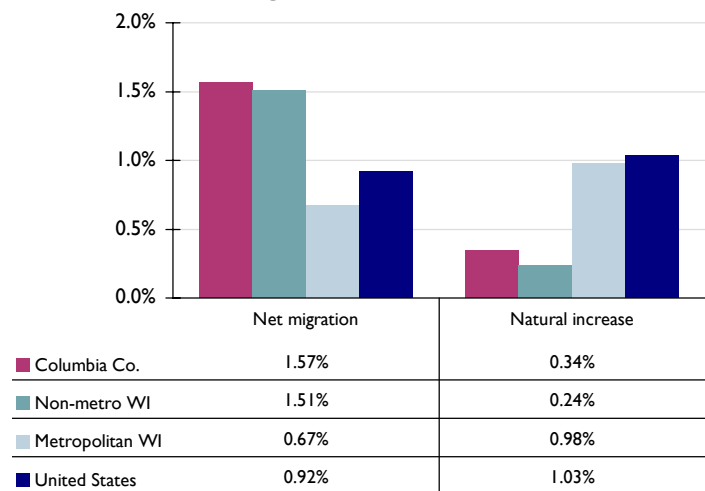
Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Columbia County</b>	52,468	53,472	1.9%
<b>Largest Municipalities</b>			
Portage, City	9,728	9,895	1.7%
Columbus, City*	4,443	4,564	2.7%
Lodi, Town	2,791	2,948	5.6%
Lodi, City	2,882	2,925	1.5%
Pacific, Town	2,518	2,586	2.7%
Dekorra, Town	2,350	2,372	0.9%
Poynette, Village	2,266	2,349	3.7%
Wisconsin Dells, City*	2,293	2,320	1.2%
Pardeeville, Village	1,982	2,005	1.2%
West Point, Town	1,634	1,672	2.3%

\* Columbia County portion only

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The county experienced fewer births from 1992 to 2001 than it had between 1982 and 1991. In 2001, 59 percent of Columbia County's births were to mothers under 30 years old and 85 percent were to mothers under 35. Natural increase (or lack thereof) affects population growth; and age demographics, in turn, have an impact on natural increase. The number of female residents in their 20s and 30s affects future birth rates and population growth rates.

## Columbia County Workforce Profile

### Population Projections by Age Groups in Columbia County

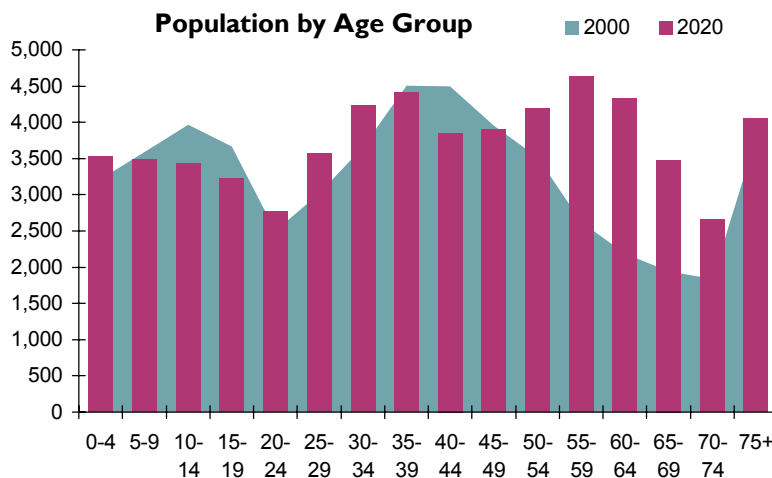
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	1,667	1,845	2,016	1,909	1,379	1,633	1,909	2,314	2,340	2,087	1,820	1,279	1,092	893	847	1,418
Female	1,551	1,744	1,949	1,761	1,125	1,383	1,746	2,191	2,155	1,871	1,694	1,345	1,096	1,051	992	2,366
<b>2005</b>																
Male	1,626	1,744	1,925	1,976	1,644	1,639	1,831	2,087	2,412	2,367	2,099	1,782	1,243	980	750	1,482
Female	1,555	1,623	1,823	1,864	1,447	1,368	1,583	1,903	2,260	2,193	1,883	1,678	1,307	1,047	929	2,384
<b>2010</b>																
Male	1,682	1,681	1,798	1,877	1,692	1,938	1,841	2,007	2,177	2,436	2,381	2,051	1,729	1,114	824	1,451
Female	1,609	1,609	1,676	1,739	1,527	1,729	1,574	1,738	1,968	2,303	2,207	1,863	1,630	1,246	925	2,344
<b>2015</b>																
Male	1,762	1,712	1,723	1,741	1,595	1,999	2,141	2,006	2,083	2,187	2,438	2,314	1,980	1,544	934	1,485
Female	1,686	1,639	1,652	1,589	1,415	1,821	1,944	1,720	1,792	1,998	2,307	2,172	1,802	1,547	1,097	2,310
<b>2020</b>																
Male	1,802	1,783	1,750	1,664	1,475	1,880	2,197	2,313	2,078	2,090	2,189	2,367	2,232	1,769	1,297	1,608
Female	1,724	1,708	1,679	1,562	1,289	1,690	2,035	2,101	1,770	1,817	2,000	2,266	2,098	1,709	1,363	2,448

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

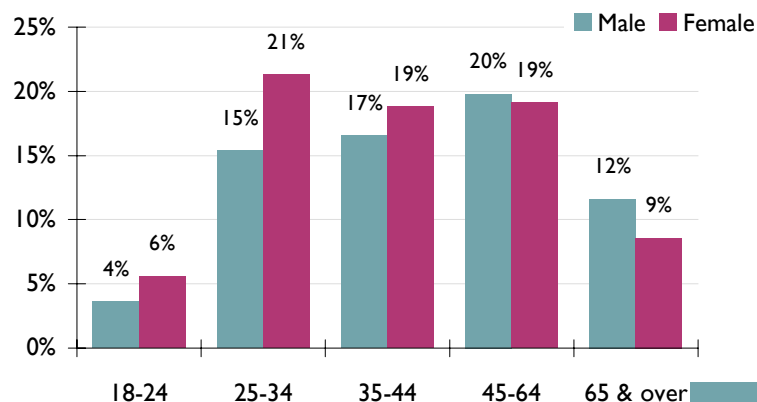
Population projections suggest that Columbia County will gain something like 7,285 people or around 13.9 percent between 2000 and 2020. This is roughly equal to Wisconsin's projected growth rate. As baby-boomers age, 3 cohorts, (55- to 59-year-olds, 60- to 64-year-olds and 65- to 69-year-olds) will each grow by roughly 1,534 to 2,142 people, or 79 to 98 percent. Meanwhile, 40- to 44-year-olds will see their ranks thin by about 647 people or 14 percent. The 15- to 19-year-old group will have 444, or 12 percent fewer members and the 10- to 14-year-old group will have 536, or 14 percent fewer members.

The group that starts with 1,949 females aged 10 to 14 in 2000 shrinks to 1,527 females aged 20 to 24 in 2010 and rebounds to 2,035 females aged 30 to 34 in 2020. This reflects a sharper dip and of college-aged females than non-metropolitan Wisconsin as a whole. Female out-migration is slightly less than male out-migration in Columbia County. Counties where students can attend bachelor's degree programs tend to see less out-migration of college-aged residents.

The graph to the right shows that advanced education (a bachelor's degree or more) used to be more common among males than females, but recent decades have reversed this trend. Recent graduates are some of the most mobile workers, and more likely to consider other locales for their industry mix and occupational offerings.



### Percent of age group with at least a Bachelor's degree in Columbia County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force participation rate (LFPR) is the proportion of the eligible population that either works or looks for work. Generally, labor force participation rates tend to peak between the ages of 35 and 54. Members of younger cohorts often occupy themselves with education or parenting. Slowly at age 55, and more quickly at age 62, labor force participation rates fall as older workers leave the labor force.

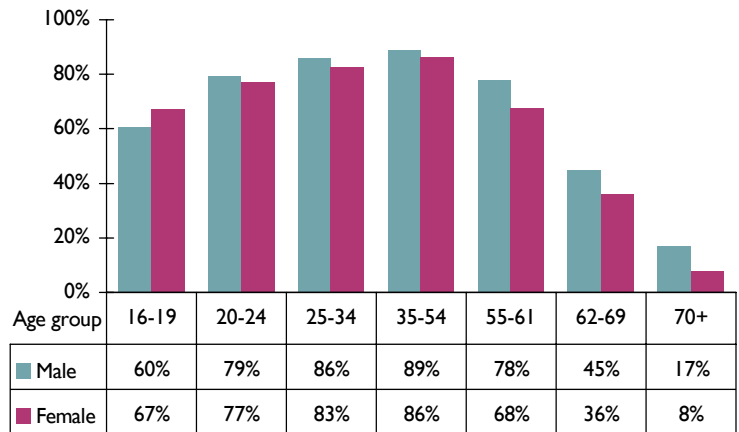
Population trends seen on page 2 cast a different light on labor force participation rates shown in the upper right graph. Large numbers of people will move from the three cohorts between 35 and 49 years old (where LFPR is high) into the cohorts between 55 and 69 (where LFPR is lower). This will pull down the county's overall LFPR.

In recent years, Wisconsin's LFPR has been among the five highest in the nation, and Columbia County's has been slightly lower. (See middle right graph.) The graph to the lower right suggests that the high labor force participation rates of those aged 35 to 44 cannot compensate for their declining numbers, while the increase of those aged 55 to 64 will be so great as to overcome their low LFPR and increase their absolute numbers in the labor force. Shifting demographic trends affect employment trends and policies.

In decades past, employers relied on dramatic increases in female LFPR to replace workers leaving the labor force and to keep up with job growth. Today, such sharp increases in female labor force participation are unlikely, particularly among younger cohorts. The upper right graph shows female LFPR very close to (or exceeding) male levels among those aged 16 to 19 or 20 to 24. Together, these trends may prompt employers to ask where replacement workers will come from.

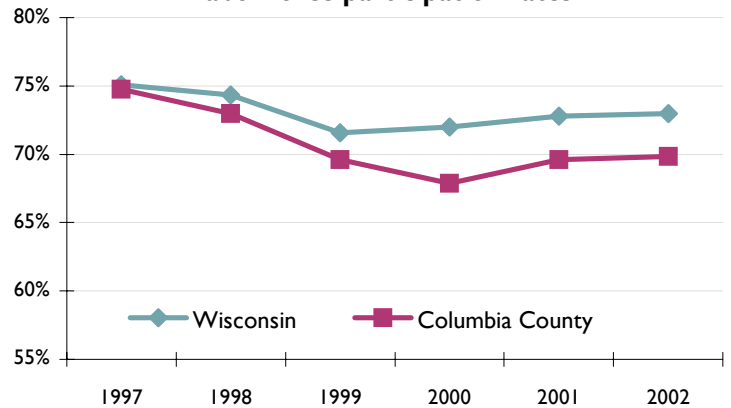
The baby boomers who stay in the labor force longer may find employers modifying compensation and workplace policies to keep them on board. As some baby boomers begin to leave the labor force, they will eventually increase demand for certain types of labor (such as health care and home-related services). Because younger workers often fill these jobs, and because the overall labor force will not grow as quickly as it used to, employers may step up recruitment of younger workers.

**Columbia Labor Force Participation by Age & Sex in 2000**



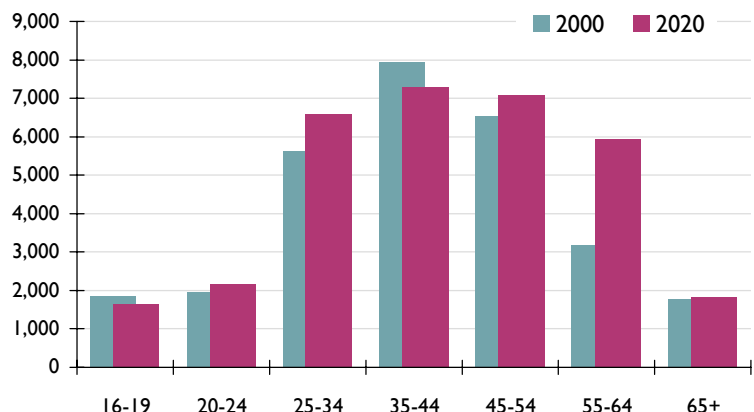
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

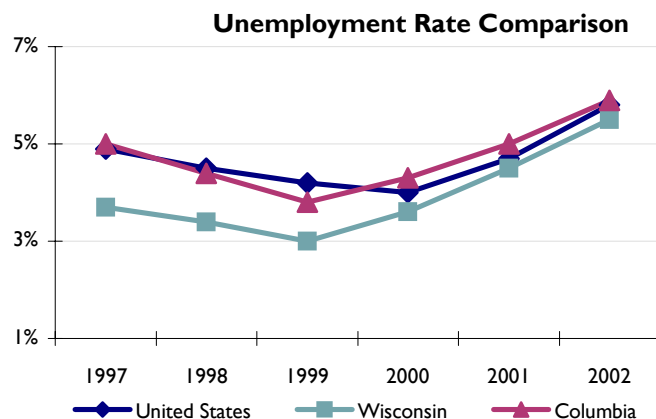
**Labor Force by Age in 2000 & 2020 in Columbia County**



Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79),

## Columbia County Workforce Profile

Over the course of 2002, an average of 28,165 Columbia County residents participated in the labor force: about 26,494 were employed and approximately 1,671 or 5.9 percent were unemployed. For much of 2002 and 2003, unemployment rates have been slightly below or slightly above highs seen in 1992 and 1993, which is quite a contrast from the lows of the late 1990s.. National indicators and autumn unemployment rates offer some mildly encouraging signs. The winter of 2003-2004 will show if these signs translate into significant or sustained reduction of the unemployment rate.



### Columbia County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	27,499	27,358	26,249	26,997	27,983	28,165
Employed	26,136	26,152	25,258	25,835	26,579	26,494
Unemployed	1,363	1,206	991	1,162	1,404	1,671
Unemployment Rate	5.0%	4.4%	3.8%	4.3%	5.0%	5.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Columbia County is part of Wisconsin's south central region. In its upper portion, the table to the right lists those occupations projected to experience the fastest proportional growth between 2000 and 2010. An occupation starting with few jobs does not need to add many to grow quickly. Altogether, the fastest-growing occupations accounted for 1.4 percent of the region's jobs in 2000 and are expected to account for 2.0 percent of the region's jobs in 2010, so it is not an exhaustive list of opportunities. The list does not support the notion that most jobs require a bachelor's degree.

In its lower portion, the table lists those occupations projected to generate the most openings between 2000 and 2010. The less training a job requires, the less likely an employer is to invest in retention incentives (such as wage or benefit increases). Nursing requires more training than the other occupations generating the most openings. Challenging work schedules and conditions contribute to turnover, yet nursing programs have long waiting lists. As many nurses and nursing instructors approach retirement, aging baby-boomers will increase demand.

### South Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Soft Engrs Sysms Soft	Bachelor's degree	\$30.38
	Computer Support Specialists	Associate degree	\$20.03
	Computer Software Engrs Apps	Bachelor's degree	\$30.31
	Desktop Publishers	Postsecondary voc. trng	\$14.98
	Network Sysms/Data Comm Anal	Bachelor's degree	\$24.96
	Network/Computer Systems Admin	Bachelor's degree	\$25.79
	Medical Assts	1-12 mo. on-the-job training	\$12.75
	Medical Records/Health Info Techs	Associate degree	\$13.33
	Fitness Trainers/Aerobics Instruct	Postsecondary voc. trng	\$11.63
	Database Administrators	Bachelor's degree	\$25.64
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$8.57
	Retail Salespersons	1-month or less training	\$10.09
	Cashiers	1-month or less training	\$7.81
	Waiters/Waitresses	1-month or less training	\$6.87
	Registered Nurses	Bachelor's degree	\$22.76
	Office Clerks/General	1-month or less training	\$11.78
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.87
	Customer Service Reps	1-12 mo. on-the-job training	\$13.90
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.84
	Stock Clerks/Order Fillers	1-month or less training	\$10.40

\* The most common way to enter the occupation, not the only way

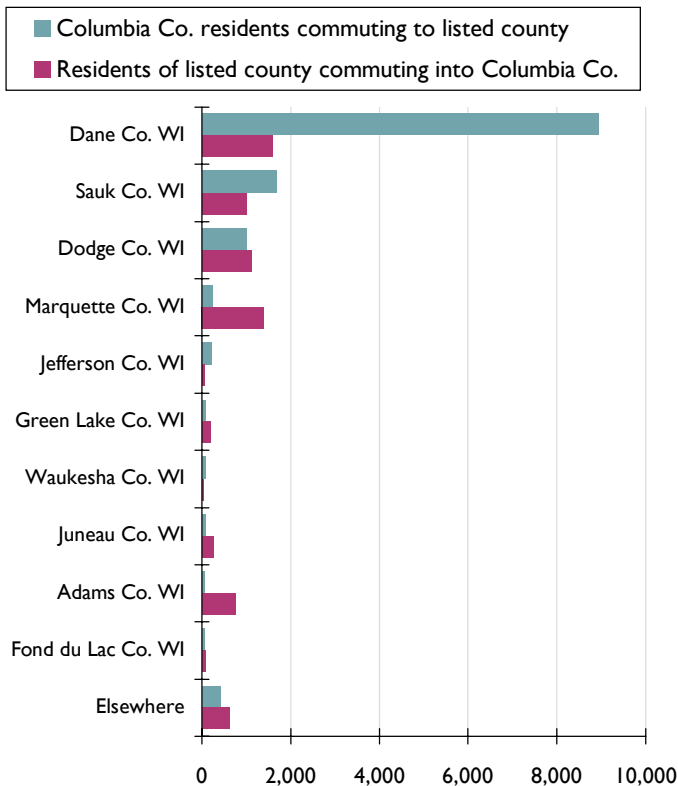
\*\* Wages from Occupation Employment Statistics survey responses for region, 2001

South Central WDA includes Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties.

Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

In April 2003, the Census Bureau released county-to-county worker flow files. Derived from those files, the chart and table below are dominated by Columbia County residents commuting to Dane County. The concentration of jobs in financial activities, and professional & business services in Dane County, accompanied by high wages and a very low unemployment rate, pulls workers into Dane County.



More than most counties, Columbia's population growth relies on in-migration from residents of other Wisconsin counties. Measuring population growth between the April 2000 census and the January 2002 population estimates, four municipalities in Columbia County grew at 3 percent or more. Three of them were on or near major arteries taking workers to Dane County (the Town of Lodi, Fall River and Poynette); and the fourth, the Town of Randolph, is very near the Dodge County border. The Village of Randolph actually straddles the Dodge border. The City of Wisconsin Dells straddles the Adams and Sauk borders.

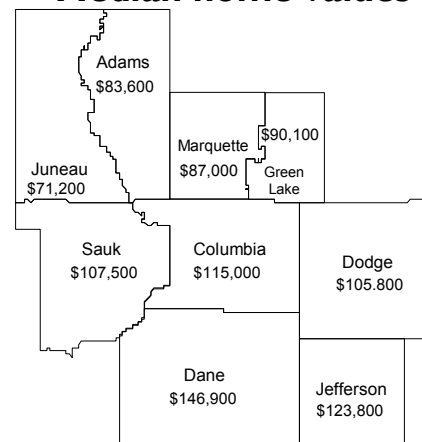
People moving to Columbia from Dane would be more likely to stay in Dane County if it weren't for the difference in housing costs. The 2000 Census reported that 18 percent of Columbia County's renting households spent at least 35 percent of household income on rent in 1999. In Dane County, the figure was 31 percent of renting households. The 2000 Census reported that the median values were nearly 28 percent higher in Dane than in Columbia and the Wisconsin Realtors® Association estimates that median sales prices were 36 percent higher.

Adams and Marquette counties send a significant number of workers to Columbia County. Demographic trends will make it difficult for either county to contribute many workers in years to come. A population aging out of the workforce and demanding more services may push employers to recruit more heavily from Dane County's abundant young population.

	Columbia Co. residents commuting to listed county	Residents of listed county commuting into Columbia Co.	Net gain or loss of workers
Dane Co. WI	8,929	1,581	-7,348
Sauk Co. WI	1,692	1,013	-679
Dodge Co. WI	1,001	1,115	114
Marquette Co. WI	243	1,398	1,155
Jefferson Co. WI	211	53	-158
Green Lake Co. WI	79	198	119
Waukesha Co. WI	70	38	-32
Juneau Co. WI	66	255	189
Adams Co. WI	60	748	688
Fond du Lac Co. WI	53	65	12
Elsewhere	424	614	190

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

## Median home values



Census 2000, Summary File 3, QT-H14

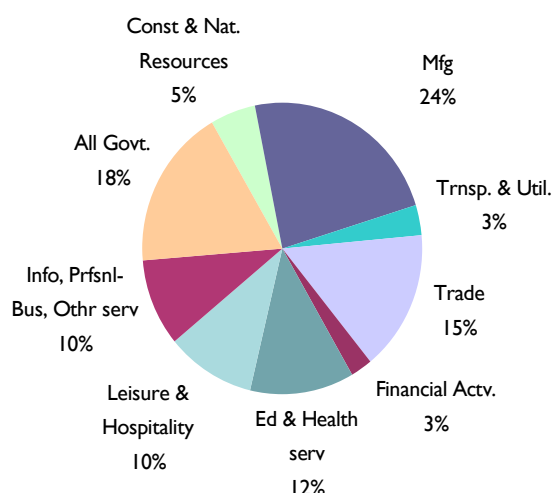


## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

From the 1930s to 2002, some version of the Standard Industrial Classification (SIC) system has defined categories for employment-by-industry estimates. Beginning in 2003, the North American Industry Classification System (NAICS) replaces SIC. The table below lists each system's major categories. A quick glance shows that NAICS offers categories for which data was previously unavailable (like education & health services or leisure & hospitality) and that NAICS offers less detail elsewhere (retail & wholesale trade collapse into one category for non-metropolitan areas).

#### Columbia County Industry Distribution: 2002



The table below hides one wrinkle that may be the most important aspect of SIC-to-NAICS conversion. **Even if a category carries an identical title, like “manufacturing”, its definition changed, so meaningful comparisons of SIC data to NAICS data are very limited.** The SIC definition of manufacturing included establishments that now reside in the services category. Elements of printing are now in information services; some establishments providing professional, technical, administrative or support services may have moved from manufacturing into services. These are just a few examples of changes that limit detailed, direct comparisons of historical SIC data to current NAICS data. (Also, NAICS data was revised with newly available information, while SIC was not, due to its discontinuation.)

Under SIC, restaurants and bars were under retail trade, while NAICS puts them in the newly-created leisure & hospitality sector. Other establishments in the leisure & hospitality sector (such as hotels and lodging facilities) came from the services sector of SIC. There is no accurate or reliable way to compare old trade or services numbers to the new ones.

With greater specificity than SIC, NAICS shows the importance of industries like education & health services and leisure & hospitality. As historical data accumulates, allowing better perspective, the value of NAICS employment-by-industry estimates will grow.

#### 2002 Industry Employment in Columbia County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	1,105	5%	Construction & Mining	5%
Manufacturing	4,963	23%	Manufacturing	26%
Transportation, warehousing & utilities	729	3%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	3,285	15%	Wholesale trade	3%
			Retail trade	20%
Financial activities	546	3%	Finance, insurance & real estate	2%
Information, professional & business services, other services	2,058	10%	Services & misc (incl. agr, forestry, fishing)	23%
Education and health services	2,530	12%	Government	18%
Leisure & hospitality	2,219	10%		
Government	3,844	18%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Columbia County Workforce Profile

Listed in the table at the middle of the page, the 10 largest private employers in Columbia County accounted for roughly 14 percent of the payroll jobs reported in the county in the first quarter of 2003. Employers' figures vary from month to month, with seasonality differing significantly. Several employers are fairly close in size. For these and other reasons, specific ranks are not necessarily steady or telling.

Listed in the top table, the ten largest industry groups provided approximately 42 percent of the county's payroll jobs. Based on NAICS, both lists show the continuing importance of manufacturing in the county and the growing prominence of health care. Job losses in nursing and residential care facilities may reflect corporate reporting changes or difficulty filling positions; demand declines seem unlikely.

### Top 10 Industry Groups in Columbia County

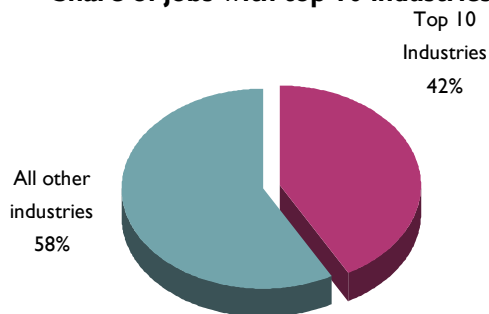
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	16	1,838	-27
Food Services and Drinking Places	108	1,324	26
Plastics & Rubber Products Manufacturing	*	*	*
Executive, Legislative, & Gen Government	25	822	69
Food Manufacturing	14	798	-109
Specialty Trade Contractors	118	679	5
Ambulatory Health Care Services	60	657	47
Nursing and Residential Care Facilities	12	625	-164
Hospitals	*	*	*
Food And Beverage Stores	18	549	-7

\*data suppressed to maintain confidentiality

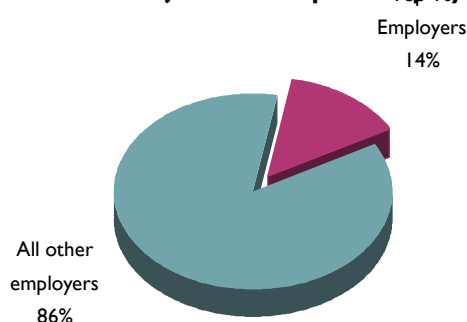
### Top 10 Private Employers in Columbia County

Company	Product or Service	Size
Divine Savior Hospital & Nursing	Offices of physicians (except mental health specialists)	500-999
Associated Milk Producers, Inc.	Cheese manufacturing	250-499
Penda Corp.	All other plastics product manufacturing	250-499
Rayovac Corp.	Primary battery manufacturing	250-499
Wilbert, Inc. & Subsidiary	All other plastics product manufacturing	250-499
J W Jung Seed Co.	Mail-order houses	250-499
Cardinal Glass Industries, Inc.	Flat glass manufacturing	250-499
Columbus Community Hospital, Inc.	General medical & surgical hospitals	100-249
American Packaging Corp.	Commercial gravure printing	100-249
Wal-Mart Associates, Inc.	Discount department stores	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003



## Columbia County Workforce Profile

Overall, Columbia County employers reported paying wages (\$25,846) about one-fifth below the statewide all-industries average wage (\$32,422). Manufacturing was responsible for more jobs and more wages than any other sector in the county. Wages were higher in manufacturing (\$33,674) than in any other sector, so the loss of manufacturing jobs is particularly unfortunate. If low-paid manufacturing workers were laid off while higher-paid counterparts stayed on, the rising average annual wage wouldn't necessarily mean any worker's wage rose. The same could be true of trade, transportation & utilities. Of the 4,245 jobs in this sector, 2,705 or 64 percent of them were in retail, which pays lower wages (\$10,825) than utilities (\$66,031) or wholesale (\$28,391). Columbia County's education & health services wages (25.902)

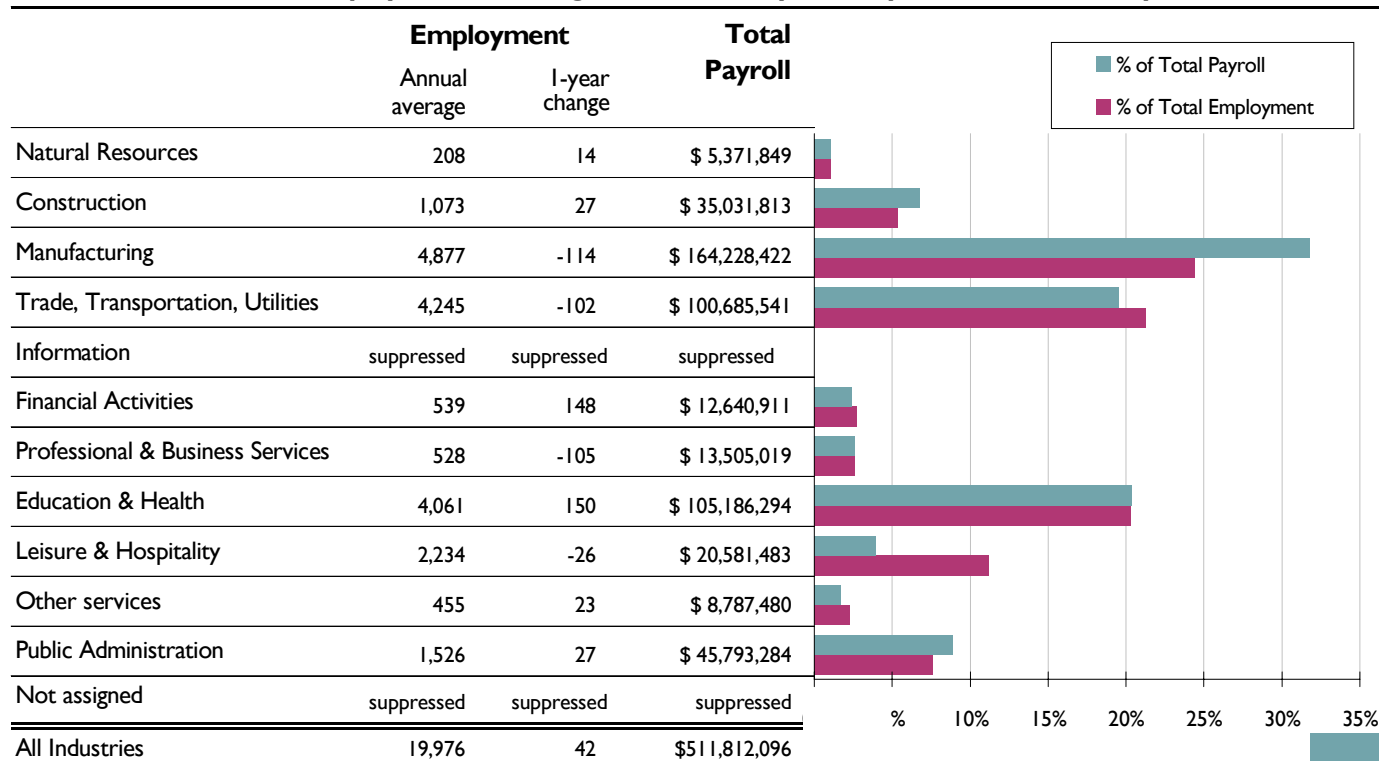
### Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	I-year
	Wisconsin	Columbia County	Wisconsin	% change
All Industries	\$ 32,422	\$ 25,846	80%	3.6%
Natural resources	\$ 25,481	\$ 25,826	101%	4.1%
Construction	\$ 39,649	\$ 32,648	82%	2.8%
Manufacturing	\$ 40,584	\$ 33,674	83%	4.7%
Trade, Transportation, Utilities	\$ 28,422	\$ 23,719	83%	3.1%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 23,453	58%	-7.3%
Professional & Business Services	\$ 36,324	\$ 25,578	70%	18.9%
Education & Health	\$ 33,768	\$ 25,902	77%	3.1%
Leisure & Hospitality	\$ 11,837	\$ 9,213	78%	5.1%
Other services	\$ 19,500	\$ 19,313	99%	3.9%
Public Administration	\$ 33,769	\$ 30,009	89%	1.2%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

were slightly above the county's all-industries average and well below the statewide average for the industry (\$33,768). This sector added more jobs than any other between 2001 and 2002, contributing almost as many jobs as trade, transportation & utilities (and more wages).

### 2002 Employment and Wage Distribution by Industry in Columbia County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

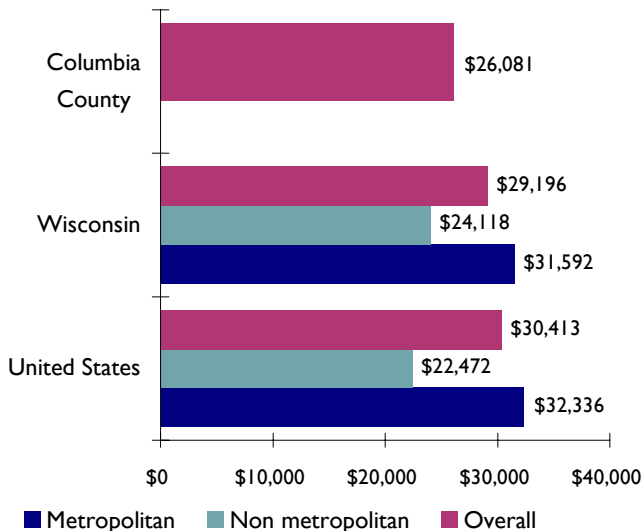
In 2001, Columbia County's per capita personal income (PCPI) of \$26,081 was above non-metropolitan Wisconsin's PCPI (\$24,118) and well above the national non-metropolitan PCPI (\$22,472). Between 1996 and 2001, Columbia County's PCPI remained around 8 percent above non-metropolitan Wisconsin's PCPI. Meanwhile, Columbia County PCPI climbed from 14.1 percent above the national non-metropolitan PCPI to being 16.1 percent above the national non-metropolitan PCPI).

Growth in PCPI relates to demographic shifts (see pages 2 and 3). As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments grow much more slowly than net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow considerably.

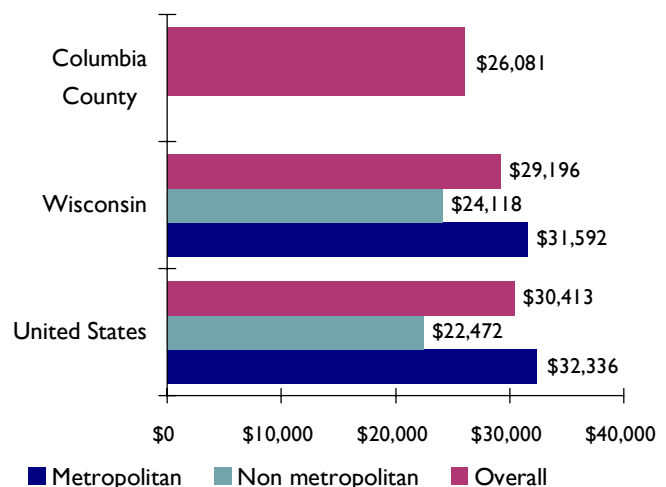
**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Columbia County	\$21,243	\$22,158	\$23,088	\$24,083	\$25,206	\$26,081	3.5%	22.8%

**2001**



**2001 PCPI**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CA1-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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